



Cleantech Marketplace Forum (CTMF)- Singapore High Technology Association (SHTA) Talk



“Entrepreneurial Solutions for Basic Infrastructure for BoP Communities”

Mr. Willi Lars, CEO of Trunz Water

Date: **Wednesday, 27 Aug 14**

Time: **1600 - 1800**

Venue: 2nd Floor Theatrette, CREATE Tower, 1 CREATE Way (NUS-University Town), Singapore 138602

Fee per pax: **Free for CTMF, SHTA and Supporting Org Members; \$30 for non-members**

Entrepreneurial Solutions for Basic Infrastructure for BoP Communities

Households at the so-called Bottom of the Pyramid (BoP) devote a large share of their expenditures to often harmful and unreliable energy and more than 1.5 billion people are not connected to the electricity grid. Another part of the poverty trap is a lack of access to affordable, reliable and clean energy sources. How do we structure business models which provides for the needs of the BoP community? How could it be socially equitable and environmentally sustainable, besides generating profit for the investor? How does technology play a role? Willi Lars will share his experience in this underserved and promising area.

Safe drinking water is not only a basic human need, but a necessary precondition for economic and social development. Today, more than 1 billion people lack sustainable access to safe drinking water and approximately 1.8 million, predominantly children under 5 years of age in developing countries, die each year as a result of water-borne diseases.

Speaker profile

Mr Willi Lars is CEO of Trunz Water Systems AG, market leader for decentralized drinking water solutions powered by renewable energy. Besides setting up distribution channels to new geographical markets such as Asia and Africa, Lars develops and enforces of new business models like Performance Contracting, PPP-Models and Watershops, by forging collaborations with government, emergency response units, schools, hospitals and private sector. Lars has long experience in industrial ultrasonic technology, before moving to the water treatment industry. Lars graduated with Lic.oec. HSG (MBA) from University of St. Gallen, where he played a key role in the organization of the international St. Gallen Symposium in 2000 and 2002.



Trunz Water is a finalist in the Global Cleantech Cluster Association (GCCA) Later Stage Awards in 2011. There are over 800 Trunz Water Systems in operation in over 30 countries, touching the lives of millions of people living in deep remote locations. With a network of off-grid water & energy hubs as the core, Trunz's NEXUS Center's modular approach envisions a one-stop retail and infrastructure facility that aggregates community members, helps to promote local development and creates employment opportunities.

PROGRAMME

1600	Registration
1630	Welcome by Dr. Remo Burkhard, Managing Director, Singapore-ETH Centre
1635	Opening by Mr. Sunny Chin, President of Singapore High Technology Association (SHTA)
1645	Keynote Address - Mr. Willi Lars, CEO, Trunz Water
1720	Panel moderated by Mr. Patrick Chan, Co-Founder, Cleantech Marketplace Forum and MD, VisionEdge Technologies
	- Mr. Willi Lars, CEO, Trunz Water
	- Mr. Shantanu Barua, Director, Bright Green Foundation; Managing Director, Bright Renewables Ltd, Bangladesh
1800	End

SUPPORTING PARTNERS



Administrative Details:

- 1) For further details and registration, please visit the event website at <http://www.amiando.com/QKMXGRV.html>.
- 2) Attendance at the talk is complimentary for the members of Cleantech Marketplace Forum (CTMF) and Singapore High Technology Association (SHTA) as well as other supporting partners.
- 3) Non-members are required to pay a registration fee of S\$30.
- 4) Due to limited seats available, confirmation of registration is on a first-come-first-served basis.
- 5) Pre-registration together with a confirmation email from organizer is required to participate.
- 6) No withdrawal upon registration but a replacement is allowed. We regret that no refund will be made for cancellation or non-attendance.
- 7) For further enquiries & registration, please call Mr. KY Liew at 6777-8971.